

MISSION STATEMENT

The Minnesota Boychoir, through inspirational music and performance, develops exceptional character and musical ability in boys of many backgrounds.

The Minnesota Boychoir welcomes all boys and young men regardless of race, religion, ethnicity, national origin, physical abilities or sexual orientation.

We exist to develop responsible, caring, creative young people capable of becoming productive citizens with a passion for music, the arts and service to the community.

VISION

We nurture boys to find their voice and become leaders of the next generation.

Priority: The strategic focus of the Board is to strengthen the organizational structure and outreach efforts of the Choir.

GOAL 1: Expand recruitment efforts to materially grow the choir and diversify its membership.

Strategy

- Increase member enrollment to goal of 175.
- Continue to increase racial and ethnic diversity among members.
- Continue to brand and market the Boychoir as inclusive and welcoming of all manners of diversity.
- consider adding "reflective of the community"

Tactics

- Produce recruitment video; plan and implement significant release to music educators, church music directors and social media outlets;
- Implement organizational wide survey to current members and parents of their Boychoir experience;

- Publicity/Marketing Consultant, ~~Jennifer Weismann~~ , to produce possible recruitment efforts and strategies including budget;
- Continue to update promotional and publicity materials to include Statement of Inclusion and more diverse pictures;
- Continue to increase awareness of the Boychoir in broader communities;
- Continue to identify barriers to entry and barriers to continued participation;
- Continue to identify musical groups to partner with as part of cultural exchanges.
- ~~Add a tactic tied to how we make ourselves more receptive to diversity from WITHIN our organization~~
- ~~Ensuring financial affordability through scholarship~~
- ~~Develop the brand ambassador to improve recruitment~~
- ~~Equity D&I kit through charities reviewcoun~~

GOAL 2:Strengthen the financial structure of the choir to position the organization for next-stage change (~~beyond current Executive and Artistic Director~~).

Strategy

- ~~Devote resources to focus on development~~
- ~~Expand volunteer support around development~~
- Solidify income stream from a variety of funding sources.
- Increase access to philanthropic donors.
- Improve utilization of current donor database.
- ~~Task Development Manager to work on increased grant support and sources from Foundations, Corporations, Minnesota State Arts Board, etc.~~
- Improve budget outlook and forecasts to include steady growth and/or depletion in membership.
- ~~Add campaign language - growth rates and revenue required to make the investments in the goal~~

Tactics

- ~~Continue to refine 5 and 10 year budget runs~~
- ~~Conduct a feasibility study tied to capital campaign~~
- ~~Improve fundraising acumen at the board and throughout the volunteer organization~~
- ~~Develop alumni engagement charter activities to support goal~~
- ~~Continue 2019 staff audit and opportunities to assess incremental changes to staffing model~~

- Charities review council certification (\$130 fee)

GOAL 3: Position choir to maximize 60th Anniversary Celebration (1962-2022).

Strategy

- Support planning and execution of 60th Anniversary Celebration activities.
- Fiscal year 2022 - August 6, 2021 - August 6, 2022 (60th Season)
- Ensure alignment with capital campaign

Tactics

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- Search for Chair and/or Co-Chairs and create standing committee;
- Create committee member job description;
- Create timeline for committee involvement.